(e) and (f) Sub-rule (11) of Rule (7) of the Cable Television Networks Rules, 1994 has provided that "no programme shall carry advertisements exceeding 12 minutes per hour, which may include upto 10 minutes per hour of the commercial advertisement and upto 2 minutes per hour of a channels' self promotional programmes".

Parameters for setting up of channels

1908. PROF. ALKA BALRAM KSHATRIYA:
SHRIMATI SHOBHANA BHARTIA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has asked the Telecom Regulatory Authority of India (TRAI) to recommend parameters or eligibility criteria and financial viability related criteria for setting up of channels;

(b) if so, the details of the recommendations made by TRAI in this regard;

(c) whether Government has since taken a serious view of a number of illegal channels being beamed out by cable operators in some parts of the country; and

(d) if so, the manner in which operation of such illegal channels would be checked?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) A reference has been made by this Ministry to Telecom Regulatory Authority of India (TRAI) in October 2009. Among other things, TRAI has been requested to examine the maximum number of channels which can be permitted in the country keeping in view the available spectrum and transponder capacities as well as technological developments and general practice internationally and to examine the eligibility criteria with regard to financial viability and experience of the organization seeking permission.

(b) Reply from TRAI is awaited.

(c) and (d) Only the channels which are permitted by the Ministry under Uplinking and Downlinking Guidelines can be distributed by cable operators. Unauthorized Channels would attract the provisions of Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder whereby action can be taken by authorized officers against the offending cable operators.

Curtailing powers of Prasar Bharati Board

1909. SHRI MAHENDRA MOHAN:
SHRIMATI SHOBHANA BHARTIA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state: